



ENGAGING YOUTH IN POLICY CHANGE INITIATIVES

GUSTAVO TORREZ, ASSOCIATE DIRECTOR YOUTH ADVOCACY
GRACE SCOTT, COMMUNITIES THAT CARE



GRACE SCOTT
COMMUNITIES THAT CARE
HUTCHINSON, KANSAS

2015 CFTFK
SYMPOSIUM ATTENDEE





CAMPAIGN FOR TOBACCO-FREE KIDS

The **Campaign for Tobacco-Free Kids** is a leading force in the fight to reduce tobacco use and its deadly toll in the United States and around the world.

Our vision: A future free of the death and disease caused by tobacco.

We work to save lives by advocating for public policies that prevent kids from smoking, help smokers quit and protect everyone from secondhand smoke.

HOW WE FIGHT TOBACCO

- **Promote** public policies proven to reduce tobacco use and exposure to secondhand smoke.
- **Expose** and counter tobacco industry efforts to market to children and mislead the public.
- **Strengthen** tobacco control efforts in the United States and worldwide by providing support and information to our many partners.
- **Mobilize** organizations and individuals to join the fight against tobacco.
- **Empower** a tobacco-free generation by fostering youth leadership and activism.
- **Inform** the public, policy makers and the media about tobacco's devastating consequences and the effectiveness of the policies we support.

YOUTH ADVOCACY PROGRAM

- **Kick Butts Day**
- **Youth Engagement Alliance**
- **Activating for Action (A4A) Training Program**
- **Youth Advocacy Ambassadors**

KICK BUTTS DAY



SAVE THE DATE:

March 16, 2016

www.kickbuttsday.org

YOUTH ENGAGEMENT ALLIANCE



A joint initiative of:



ACTIVATING FOR ACTION TRAINING PROGRAM

- Trainings focused on building capacity and putting skills into action
- **Youth Advocacy Symposium** in DC
- **Global Youth Activism Training on Tobacco** in NYC



YOUTH ADVOCACY AMBASSADORS





ENGAGING YOUTH IN POLICY CHANGE INITIATIVES

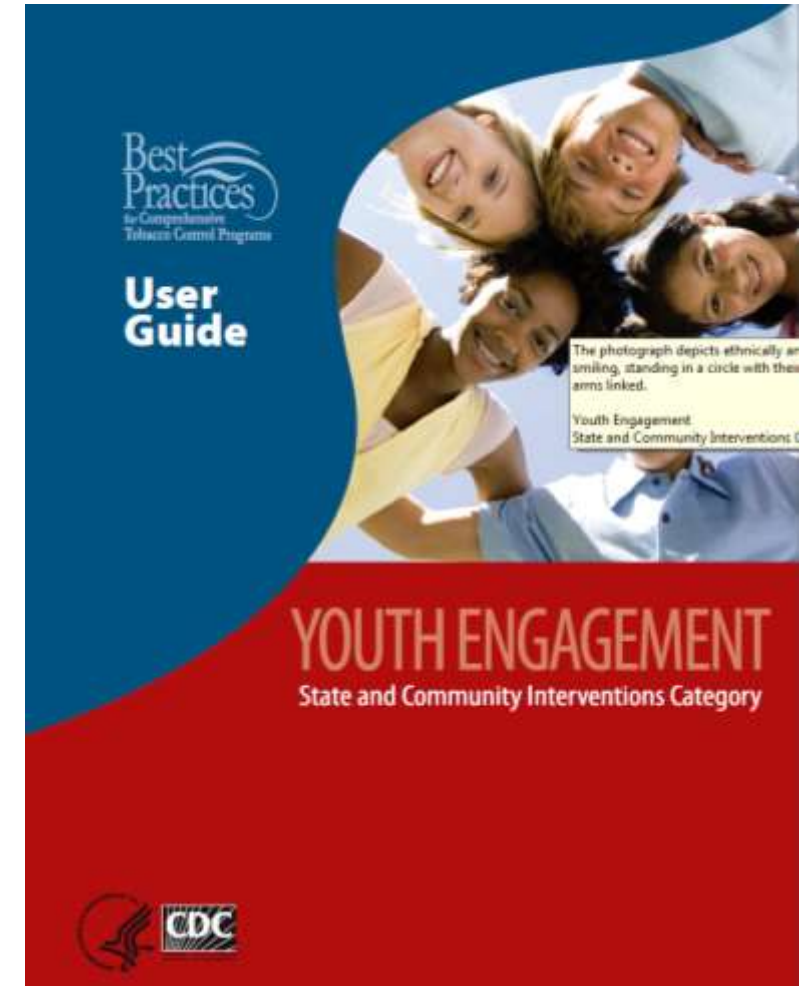
BEST PRACTICES

*for Comprehensive Tobacco Control
Programs*

User Guide

Youth Engagement

State and Community Interventions



THE YOUTH EFFECT

Youth enhance state and local tobacco control efforts by challenging conventional thinking, advocating for policies, and changing the social norms around tobacco use.

THE POWER OF YOUTH

- **Advocate for policy change** Youth capture the attention of political leaders and the media, making them important partners in policy advocacy.
- **Project a powerful voice** Youth have credibility with peers and community members.
- **Expose tobacco industry tactics** Young people can be effective partners in the fight against the tobacco industry by exposing its manipulative tactics and undermining its efforts.
- **Offer energy and vitality** Tobacco control programs should work to channel this energy into action, resulting in increased awareness and policy change.

THE POWER OF YOUTH

- **Reflect genuine concern** Youth generally volunteer their time to be involved in tobacco control efforts. They do this because of the stake they have in their own future.
- **Bring diverse representation and provide generational insight** Involving youth in tobacco control efforts ensures the design of effective, population-specific policies.
- **Invoke creativity and innovation** Young people naturally challenge the traditional attitudes that may restrict and limit how adults think and act. Their novel ideas for policy advocacy strategies help push efforts forward.
- **Mobilize their peers** Youth have the ability to mobilize their peers for activities and facilitate access to many arenas.

Transitions in Youth Engagement

From	Example of Transition	To
<i>Youth as problems to be fixed</i>	Through the Florida “truth” campaign, young people rebelled against tobacco industry manipulation. ⁸	<i>Youth as assets or agents of change</i>
<i>Youth as tokens</i>	Tobacco Industry Gets Hammered by Teens (TIGHT) youth were given the opportunity to define their agenda in working with decision makers on youth access policies. ¹²	<i>Youth as community partners</i>
<i>A focus on individual behavior change</i>	A mass media social norms marketing campaign at Virginia Commonwealth University tried to change students’ inaccurate perceptions of the percentage of their peers who smoked. ¹³	<i>A focus on community change</i>
<i>A goal of education</i>	Product placement ordinances were successfully passed in Santa Fe, New Mexico following presentations and testimonies from student members of the Santa Fe Tobacco Free Coalition. ¹⁴	<i>A goal of policy change</i>
<i>Adults as guides</i>	Middle school students joined with the Healthy Maine Partnerships Coalition and successfully wrote to the town manager and board of selectmen, requesting that an area park be declared smoke-free with appropriate signage. ¹⁵	<i>Adults as partners</i>
<i>Fighting against smoking</i>	Young people from Teens Take on Big Tobacco protested and gained media attention at an Altria shareholder’s meeting in Richmond, Virginia. ¹⁶	<i>Fighting pro-tobacco influences</i>



RECRUITING AND PREPARING YOUTH

MEET YOUTH WHERE THEY ARE
HARNESS THE POWER OF PERSONAL STORIES
TRAIN UP

MEET YOUTH WHERE THEY ARE

- **Online social networking sites** (e.g., Facebook, Twitter);
- **Clubs and school groups** (e.g., Friday Night Live, SAAD Groups, 4-H, Boys and Girls Clubs of America, and Girl and Boy Scouts);
- **Community events and gathering areas** (e.g., parks, pools, & concerts);
- **Community and faith-based organizations, such as those working specifically with ethnically diverse populations; and**
- **Youth hangouts** (e.g., bowling alleys, movie theaters, and malls).

TRAIN UP

To be effective policy advocates, young people should be educated and trained in tobacco control and policy advocacy.

TRAIN UP

Training should focus on providing:

- Knowledge of tobacco use statistics;
- Education about tobacco control policy issues;
- Practice in how to approach and influence local leaders, business owners, and community members; and
- Media literacy.



TRAIN UP

KEEP IT INTERESTING!

*Can you integrate games? Direct action?
Contests?*



HARNESS THE POWER OF PERSONAL STORIES



CHALLENGES IN YOUTH ENGAGEMENT

AND THEIR SOLUTIONS

Overcoming Challenges to Youth Engagement Efforts

Challenge: Limited funding

Solution: Seek in-kind donations, mini-grants, and foundation grants to help with the cost of including youth.

Challenge: Transportation concerns

Solution: Go to where young people gather. Form partnerships with agencies that can transport youth. Use public transportation and carpooling.

Challenge: Time conflicts

Solution: Adjust frequency and duration of meetings. Recognize that young people have busy schedules and numerous time commitments. Work around their school and extracurricular schedules.

Challenge: Staying informed about new products that target youth

Solution: Do your research! The tobacco industry continues to re-invent itself and bring new products to market. Stay up to date on the newest products and know how youth are being targeted.

Challenge: Retention of youth members

Solution: Youth volunteers naturally cycle in and out of programs. Provide increasing opportunities for leadership. Set up programs that will transition leadership when youth "graduate."

Challenge: Lack of diversity

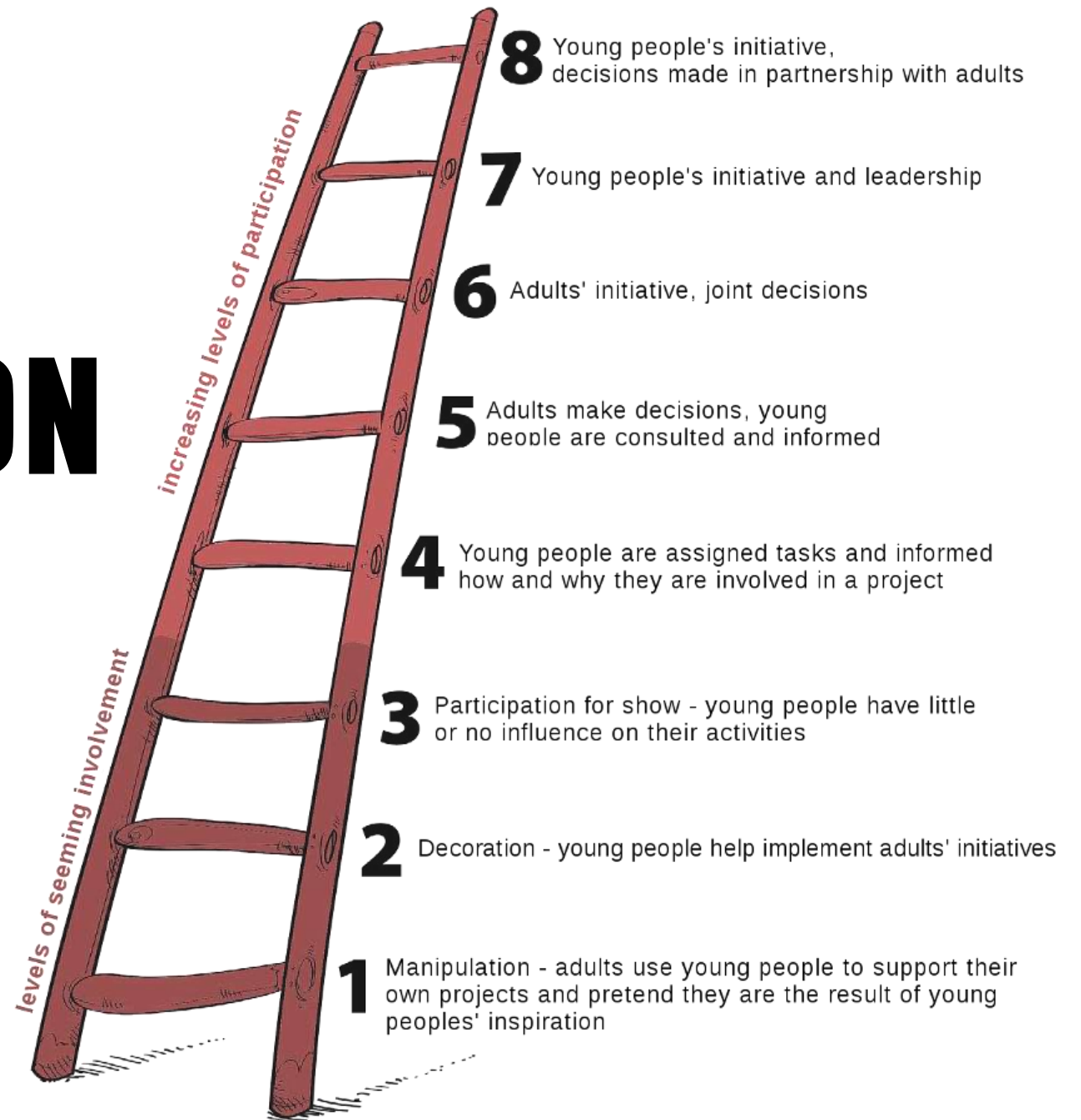
Solution: Diversity extends the reach of a group's influence. Evaluate the target population and ensure the group is truly representative with respect to culture, gender, race, ethnicity, geography, age, and education.



AVOIDING TOKENISM

TRUE YOUTH ADULT PARTNERSHIP

HARTS' LADDER OF PARTICIPATION





BENEFITS OF YOUTH ENGAGEMENT

THE REWARDS

- Young people are stakeholders, having direct impact in policy change initiatives
- We are engaging the current leaders to continue the charge
- Increased leadership opportunities provide further skills that are transferable beyond our topic
- Endless possibilities, ideas and approaches

MUTUALLY BENEFICIAL ENGAGEMENT

By building the capacity of our current leaders of today, we are providing further tools for them to take on the challenges of tomorrow.



SUCCESSFUL YOUTH ENGAGEMENT

POLICY WINS FROM TEXAS AND MISSOURI

TEXAS

Youth from Harlingen representing middle and high school youth joined forces with community leaders to educate local decision makers about the harms of secondhand smoke and to advocate for changes that would eliminate secondhand smoke.

May 27, 2014 city council members voted to become 100% smoke free



MISSOURI

Youth from Clinton had rapid success with local smoke-free policies. As part of their local coalition, youth were trained, led efforts to educate the community and testified at local city council meetings.

Within 3 months the council passed one of the strongest smoke free air ordinances in Missouri





PRODUCT OF SUCCESSFUL YOUTH ENGAGEMENT



GRACE SCOTT
COMMUNITIES THAT CARE
HUTCHINSON, KANSAS

2015 CFTFK
SYMPOSIUM ATTENDEE

